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In the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) An A encapsulated fragrance composition consisting essentially of comprising water, a fragrance material, encapsulated in a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, wherein the liquid crystal-forming material additionally contains and a reinforcing material.
2. (original) A fragrance composition according to claim 1 wherein the reinforcing material is selected from organic amphiphilic materials, organic hydrophilic materials, hydrophobic materials, inorganic materials and mixtures thereof.
3. (previously presented) A fragrance composition according to claim 2 wherein the amphiphilic material is selected from at least one of
 - i) surfactants; graft and block copolymers; poly(styrene-b-ethylene oxide); and poly(dimethylsiloxane-g-ethylene oxide);
 - ii) gelatine; and
 - iii) pectin.
4. (previously presented) A fragrance composition according to claim 2 wherein the hydrophilic organic reinforcing material is selected from at least one of

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acrylamide; N-alkylacrylamide; poly((meth)-acrylic acid-co-alkyl acrylate) copolymers; copolymers containing poly(acrylamide), poly(vinylalcohol), or poly(alkyleneoxide)moieties; and alginates crosslinked with polyvalent metal ions.

- 5.(previously presented) A fragrance composition according to claim 2 wherein the hydrophobic reinforcing material is selected from at least one of partially-crystallisable polyolefins; block and graft copolymers; poly(ethylene-co--dimethylsiloxane) block and graft copolymers; highly-crosslinked silicone resins; polysesquiosiloxanes; hydrophobically-modified silicates and amino-silicates; heat- or UV-curable polymers bearing a heat- or light-activated cross-linkable function; and ethyl cellulose having Ubbelohde solution viscosities higher than 50 mPas when dissolved at 5% in toluene / methanol at 80/20 by weight and 25 °C.
- 6.(previously presented) A fragrance composition according to claim 2 wherein the inorganic reinforcing material is selected from at least one silica-containing compound selected from the group consisting of an alkylsilane, an alkoxysilane and sodium silicate combined with a salt of a polyvalent metal ion.
- 7.(previously presented) A fragrance composition according to claim 1 wherein the liquid crystal-forming material is a mixture of non-ionic surfactant and at least

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one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms.

- 8.(previously presented) A fragrance composition according to claim 1 in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.
- 9.(previously presented) A fragrance composition according to claim 1 wherein it exhibits a plateau region of the store elastic modulus of higher than 10^3 Pa, as measured on a Paar Physica Rheometer MCR 300 fitted with a cone-plate measuring unit and operating in the oscillating mode, with a cone-plate measuring unit CP25-2 having the characteristics: shear rate factor: $3 \text{ s}^{-1}/\text{min}^{-1}$, shear stress factor: 12.223 Pa, sample volume: 0.16 cm^3 , radius of measuring cone: 12.5 mm, angle of measuring cone: 2° , cone truncation: 50 micrometers.
10. (previously presented) A fragrance composition according to claim 1 wherein the composition has a liquid crystalline phase with a periodicity length, as measured by X-ray diffraction of between 30 and 120 Angstroms.
11. (previously presented) A fragrance composition according to claim 1 wherein the composition exhibits at least one melting transition at a temperature higher than 50°C .

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12. (previously presented) Household product comprising a composition according to claim 1.
13. (previously presented) Personal care product comprising a composition according to claim 1.
14. (previously presented) A fragrance composition according to claim 3, wherein the graft and block copolymer is poly(ethylene-b-ethylene oxide).
15. (previously presented) A fragrance composition according to claim 14, wherein the poly(ethylene-b-ethylene oxide) has a ethylene oxide level lower than 80% and a molecular weight lower than 2500 g/mol.
16. (previously present) A fragrance composition according to claim 3, where the gelatine has a Bloom Strength higher than 250.
17. (previously present) A fragrance composition according to claim 7, wherein the non-ionic surfactant is selected from the group consisting of:
 - I) alkylglycosides or alkylpolyolosides bearing alkyl chains having at least 20 carbons atoms;
 - II) alkylpolysorbates bearing alkyl chains longer than 18 carbon atoms; and
 - III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms.